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ABSTRACT

Auburn University's radio station is being faced with providing quality public radio programing with inadequate resources, including money, personnel, and university support. This proposal is directed to the university community and discusses the university radio station's problems at three levels. At the federal level, concerns relate to demonstrating community service, paying for frequency changes as a Class D station when higher classes begin local operations, adhering to minimum operating hours when averaged over a whole year, and mandatory time sharing for less than 72 operating hours per week. On the state level, the primary concern is with crowding of the frequency bank in Alabama, while being locked into a fixed power output. Problems at the local level deal with organization and management difficulties. The proposal describes the needs and goals of public radio in general and offers recommendations and objectives toward improving Auburn's public radio station. (DAG)

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PROPOSAL FOR IMPLEMENTATION OF:

OFFICE OF EDUCATIONAL RADIO SERVICES

Presented to the Communications Board

at the meeting of February 17, 1977

by

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WEGL-FM, Auburn University's non-commercial radio station, is now at the crossroads. Managed and primarily funded by college students, WEGL is judged by the Federal Communications Commission on the same criteria as a professionally managed and funded non-commercial radio station. Current activity within the FCC indicates that these criteria will stiffen substantially in the future.

Over the past two years the management and staff of WEGL have been slowly developing something new for Lee county and beyond. The concept of Public Radio. The First Station of its kind on the air in Alabama offers a wide variety of programming not available on any commercial stations in this area. Yet the obvious complexity of WEGL's programming is sustained by students who must also attend classes and often have to work as well. This programming is provided with a meager 22,000 budget provided by the SGA.

In other areas of the state and nation "Public Radio" is supported by full-time employees and yearly operating budgets in the $150,000 to $200,000 range. The funds are provided by Federal agencies, state revenue funds and active commitment on the part of the education institution to which these stations are licensed.

What is evident from this dichotomy is that WEGL is attempting to provide quality public radio programming with much less than quality resources. The time and effort needed to perpetuate WEGL's current level of programming, will in the near future lead to the collapse of that programming. Unless steps are taken in the proper places to provide for the inadequacies of the current organizational and management structure with the station and the university, there is danger of a complete loss of this vital public service. If the current trends accelerate as projected then change is indicated.

Will the station provide a consistent level of programming in the next few years or will it revert to past formats of competition and duplication of

commercial programming in this area?

The authors of this proposal submit that this choice can be reduced to something much more basic and urgent. Will Auburn University make use of the potential of a Public Radio Station or will it not? Will Auburn University accept the advantages of a public relations aspect that can do nothing but benefit the Board of Trustees, the President and the Administration? Will Auburn University rekindle the Public Radio Services that were present on campus in the 1920's that were provided for almost the entire state?

WEGL's license comes up for renewal on April 24, 1978. The FCC is now considering rules that could have a bearing on whether or not that license then and in subsequent years is renewed. This and other problems will be outlined in the following pages.

Problems facing WEGL can be divided into the following: (1) those affecting the station on a federal level, (2) state level and, (3) local level.

(1) On the federal level, the item of primary concern is Rulemaking Docket-20735 which poses these considerations that affect WEGL. Among these are:

*All non-commercial FM stations must demonstrate service primarily for "Community needs"... of an educational, informational, and cultural nature" at renewal time.

*Class D stations (10 watts or less) are required to accept interference, change frequency, or go off the air, entirely in congested spectrum areas (as this one is becoming-see attached list). If class A, B, or C stations want to operate on the college stations, or adjacent channels, in that vicinity. Class D stations would have to foot the bill for any frequency change.

*Mininum operating hours for all non-commercial educational broadcasters of 36 or more hours per week, when averaged over a 52 week year, with a five hour/day minimum except on Sunday.

*Share time arrangement would be required for any station operating less than 72 hours a week.

The validity of these problem areas eliminates any option for a power decrease to evade responsibilities of a Public Radio Station. Also indic ated

here are reasons for providing a Full time management staff receiving adequate financial incentive to oversee and carry out a complexity of responsibilities. Stimulus is provided for a power increase to provide current programming to those areas not yet serviced by Public Radio.

Another problem area that could become a source of consternation for WEGL in its efforts to provide new innovative, original programming is the new copyright law which goes into effect January, 1978. This charge will necessitate personnel with adequate training to enter into negotiations and see to proper handling of expenses.

(2) On the state level. The primary concern is with the rapid development of Public radio stations and crowding of the frequency band in Alabama. (see attached list of New and Planned Public radio in Alabama.) This growth and subsequent crowding of the frequency band make it imperative that steps to provide a power increase be taken as soon as possible. With the length of time it takes to actualize a power increase negotiations should be entered now. WEGL could conceivably be locked into a 380 watt power forever if determination and commitment is not voiced now.

(3) On the local level. WEGL is faced with a boondoggle of organizational and management difficulties that hinder its growth and will continue to hinder its growth unless provisions are made otherwise.

First and foremost of these problems is the present managment situation. With the increased complexity of programming and responsibilities, students just do not have the time and expertise necessary to provide effective guidance. The fact that management changes every year is of concern because of the possibilities of non-consistent programming, i.e. yearly fluctuation on the basis of personal bias of the management staff. As years continue - this in itself could provide the FCC with sufficient cause to deny renewal of WEGL's license.

Other areas of consideration are the placement of WEGL within the university superstructure and the inadequacies of this placement. The very nature of this organization provides for suffocation. Potentials will never actualized as long as students, departments and administrative offices with no knowledge of broadcasting trends, effective management methods and the awareness of potentialities inherent within a public radio station have control or influence over the future and development of WEGL. At this time the communications board, the speech department, the Student Government Association, the concessions board, the school of arts and sciences, the board of trustees, auxilliary enterprises, and student managers all have influence and/or control over WEGL. There are too many hands in the pie at this time.

It is urgent that Auburn University consider various routes of expansion for Auburn public radio. This project will outline various routes to effect this change. Since grant money is only available to those that meet certain criteria, WEGL must endeavor to meet these criteria. At this time they are only partially fulfilled.

What follows are descriptions of the needs and goals of Public radio in general; some general recommendations and objectives, specific recommendations, and advantages for expansion. A step by step timetable for actualization of these recommendations is provided. Various enclosures such as management and organizational schematics, informational lists and financial recommendations, sources of financial aid and recommendations for staff positions. Also included are overall conclusions and examples of feedback to current programming.

Needs and Goals

Educational stations need to get away from the tried, the tested, and the true so that the only thing their listeners can expect to hear is the unexpected.

Less than twenty percent of the educational FM stations operated at a power

output above 1000 watts. It seems that one of the most important needs of educational broadcasters is to increase their power to a level comprable to that of commercial stations.

A radio station at an educational institution should adhere to the ideals and standards that the institution proclaims and exemplifies.

> Many educational broadcasters have become infected and indeed infatuated by the commercial broadcasters morbid concern with counting heads and determining success by the size of audiences...Educational broadcasting is foredoomed to failure as ti attempts to ape or rival the commercial broadcaster. Its real opportunity is to provide those services (and they are many) that commercial broadcasting either does not provide at all or offers in inadequate amount and quality. Charles Siepmann-Radio, Television and society - Oxford University Press...

There is validity in the criticism that many educational radio stations are educational in license only, and that in programming they contribute little more to their communities than pale imitations of their commercial counterparts.

> The bane, indeed, of educational broadcasting is its imitativeness and dearth of imaginitive, inventive exploration of new and original techniques of interesting presentation...Commercial broadcasting, by concentration on mass marketing, has left the field wide open for the educator to cultivate the loyalities of the lesser majorities and significant minorities whose needs are not fulfilled by commercial radio...Charles Siepmann.

Stable, distinctive audiences, not undifferentiated mass appeal, should be the aim and goal of educational radio stations. The goal of each station needs to be to devise a form of service that in its overall character will create a faithful, sustained interest and loyalty among a particular, specific listening group. It is a matter of serving many minorities, some of which will be larger in number than others.

Serious broadcasting has the need to improve levels of taste and appreciation; to inform the public; to train in vocational competence; to contribute to health and safety; and to interpret community activities, groups and agencies. We are advocating serious broadcasting for the benefit of Auburn University in general. Auburn University cannot have a better public relations facility than a serious, professional radio station.

Probably the most heroic fighters on the side of good radio are the educational broadcasters who think that their licenses to broadcast call for something more than self-enrichment. These are the people who will broadcast a foreign election or a local city council meeting. Educational radio may very well be one of the few oases in Mr. Minow's wasteland. It is attempting to serve the listener who searches the dial long and hard to hear good music or thoughtful commentary that local commercial broadcasters do not offer.

Cost is the major concern and most serious limitation and need of educational broadcasters. Without the help of advertising money and with little notice from local newspapers they are quietly fighting their battle for culture.

Radio is one of the greatest resources available to mankind. It has already proven to be a valuable resource for commercial purposes, but it has the need and goal yet to be fully harnessed as an instrument of cultural service.

What follows at this point are some elaborations on the potentialities of Auburn University public radio. The authors will try to show some of the more readily obvious advantages inherent in an expanded consistant educational radio service.

1. Community service and relations will be strengthened providing for a wider sphere of influence for Auburn University, i.e. 150-200 miles.

2. With current good reputation of WEGL and available funding through HEW, National Endowment for the Humanities, CPB and NPR, expansion expense would be minor as compared to constructing a new station.

> "Your programming appears to be well-planned and carefully considered. Bringing programming not generally available to the public of a given market or area is basically what public broadcasting is about. We encourage you to continue to work as you have, moving toward eventual qualification for funding support from the corporation for public broadcasting and membership in National Public Radio..."
> Marvin E. Hunter
> Director of Station Relations
> National Public Radio in a letter to A.J. Wright, Music Director, WEGL

3. Potentiality of complete weather information and warning service. Direct

connections with NWS-NOAA weather wire, emergency power capabilities. East central Alabama's weather center. Weather personnel already on campus.

4. Involvement of various diverse segments of the university in production, programming and other areas of endeavor. Community support also.

5. Complete training facilities for mass communication students, opportunities for employment...work study feasible.

6. Cooperation with area schools, in productions, training, involvement.

7. Tape distribution service. Local, regional National levels. Possibilities of revenue from this area.

8. Provide base for negotiation for Alabama Public Radio Network with some type of intertape library. See list of new and future educational stations in Alabama.

9. Subsidiary Communications authorization (SCA) closed circuit broadcasts for the blind, instructional materials. Resources of university available to handicapped.

10. Provide for elimination of services duplicated by radio division of University relations, the radio division of the extention service, ETV, and Learning Resources to name a few.

11. The off campus-non-student benefits to the university are many. A tremendous public relations and information service to a wide broadcast area. When people in our enlarged broadcast radius tune in WEGL they will think Auburn University. Potential students and their families will know what AU has to offer and will hear first hand the cultural enrichment available.

12. Provide for consistent creative management to insure quality permanence in programming and related services, to an area of Alabama not fortunate to have public radio service.

In light of these and other advantages the authors submit the following specific recommendations to be considered by the appropriate agencies...

1. A power increase to the maximum currently available. This will entail a change of frequency as WEGL is at maximum power for the frequency assigned. This is provided any frequencies exist and are made available to the trustees of Auburn University. This will also be contingent on whether or not WEGL lives up to its obligations as a responsible public broadcast facility.

2. Formation of an office of educational radio services with provisions for later development of Office of Media services to include public television. As pertains to the office educational radio services the members should all be full time professional broadcasters with no teaching load. Sole suty will be to provide for management of WEGL and other educational radio services. This will necessitate WEGL being moved out from under the Speech department, and arts and sciences and placed either directly under the Office of the President (much as the student health service is) or under the Vice President for Academic Affairs. Either approach is acceptable on a short term basis but only the first alternative is acceptable on a long term basis to ensure the success and survival of Public Radio at Auburn University.

A list of recommended staff positions follows:

1. General Manager: Director of Radio Services will oversee all operations of WEGL and of Radio Services, i.e. grants, station relations, national and state relations, distribution service, hires personnel, etc.

2. Program Director: will develop new programming,designs all "on the air" programs, oversees all producers, responsible for FCC information and developments, develops SCA service, designs program schedules, sees to printing, coordinates information from within, etc.

3. Production Manager: First class broadcast license will process PSA's, handles recording duties and live productions for in-house and remote productions, interviews, etc. Knowledge of equipment capabilities necessary, i.e. all studio production work and associated duties, maintains production library.

4. Public Affairs Director: responsible for all news, public affairs programming, assists in development of non-musical programming, maintains news library.

5. Music Director: process new albums, maintain station's music library-tape and disc, relations with record companies, artists, develops musical programming.

6. Chief Engineer: First class broadcast license will maintain station transmitting equipment, production equipment, etc., orders replacement parts etc.

7. Assistant Engineer: Similar duties to Chief engineer, also assists production manager in performance of duties.

8. Operations Manager: Responsible for bookeeping, accounting, business duties, contracts, works with Chief Engineer on equipment purchases and other staff members on requests, purchasing, handles all incoming and outgoing money, liason with University business office.

9. Public-Community Affairs Coordinator: (Part-time) handles community relations, promotion, feedback channeled to appropriate places, sees to distribution of program guides, local relations.

10. Administrative Assistant: assists Program Director in duties, maintains employment records, assists general manager in various duties, must have secretarial and clerical skills.

11. Secretary/receptionist: provides secretarial services for all management responsible for typing logs, p.o's, etc.

12. Staff Announcer/News: provide for consistency in news department, assists public affairs director.

13. 5 Operating engineer/announcers: Class license with endorsement - full or part-time depending on availability of next item, provide for stability and consistency during vacations and hard to fill shifts - handle many off air duties and production work.

14. Volunteer Operator/Engineers: newscasters, reporters, production assistants, typists, drawn from student population and community at large.

3. Provide the office of educational radio services with enough independence within this administrative position to negotiate large projects, handle pertinent financial matters, and provide for educational services that are currently provided by three or four other different areas.

4. Ensure that expansion is complete enough to provide for mass communication students the availability of facilities through cooperation with the Office of Educational Radio Services. This in turn will provide for education of public broadcasters for the state and the southeast. Will be only place of its kind in Alabama. Making use of its facilities to perpetuate the ideas of public radio.

5. The entire 1200 quadrant of Haley Center to be utilized as offices and studios for Office of Educational Radio Services. This expansion would provide sufficient room for in-studio recording of small musical groups and radio dramas as well as daily station production work, training programs, proper office and storage space and to handle expanded duties of an office of radio services.

6. That a yearly operating budget between 125 and 200,000 be made available to OERS. The following are sources of initial yearly funding for such an enterprise:

1. Educational Broadcasting Facilities Grant
   Educational Broadcasting Facilities Program
   Division of Educational Technology
   Bureau of Libraries and Educational Technology
   Office of Education
   400 Maryland Avenue, S.W.
   Washington, D.C. 20202
   (202) 962-6457

   Matching grant of $20,000-$150,000 for acquisition and installation of electronic equipment. Applicant must cover at least 25 percent of total project cost. OE Form 4152

2. Thomas Warrock, Director of Radio
   Corporation for Public Broadcasting
   1111 16th St., NW
   Washington, D.C. 20036
   (202) 293-6160

Community Service Grants for Radio available to stations that meet criteria.

3. AU General Fund

4. Station Projects
   1. Concerts
   2. Rental of in-house productions to other stations
   3. Fairs, bake sales, etc.
   4. On-the-air fund raising (see CPB Development Report, no. 11)

5. Donations from public in broadcast area

6. M. J. Zakrzewski, Executive Director
   449 S. McDonough Street
   Montgomery, AL 36130

Alabama State Council on the Arts and Humanities - programming grants.

7. Media Program
   Division of Public Programs
   National Endowment for the Humanities
   806 15th St. , NW
   Washington, D.C. 20506
   (202) 382-5721

Programming

8. Public Media Program
   National Endowment for the Arts
   2401 E. St., NW
   Washington, D.C. 20506
   (202) 634-6369

Programming. Project Grant Application NEA-3 (Rev.)

9. Telecommunications Facilities and Demonstration Act of 1975

Equipment Grants
Handled thru Department of HEW

10. Ford Foundation
    320 E. 43rd St.
    New York, NY 10017

11. John H. Markle Foundation
    50 Rockefeller Plaza, Suite 940
    New York, NY 10020

12. State of Alabama

    Funds for matching Federal grants

13. General Services Administration
18th and F Streets
Washington, D.C. 20405

Donates equipment

14. Office of Communication
Office of Economic Opportunity
1200 19th St., NW
Washington, D.C. 20506

Programming grants designed to provide training and cultural resources to disadvantaged rural and urban groups

7. That the variety of Auburn Public radio current programming be maintained, and the quality improved. The authors submit that it would be just as tragic if the programming were to become merely that of a classical music jukebox. Included here is a list of some external program sources to consider.

The following sources of Non-in-house programming are now and/or can be utilized at WEGL.

1. National Public Radio
2025 M. St., NW
Washington, D.C. 20036

2. Pacifica Program Service
5316 Venice Blvd.
Los Angeles, CA 91608

3. Possible Tape Exchange
705 N. Lincoln Avenue
Urbana, IL 61801

4. ZBS Media, Inc.
RD #1
Fort Edward, NY 12828

5. Longhorn Radio Network
University of Texas
P.O. Box 7158
Austin, TX 78712

Further, the authors recommend that in-house production of programming be increased beyond its current level of special music programs and an occasional dra- presentation.

8. That a specific list of policies and procedures be developed to guide the overall direction of OERS. An elaboration on this proposal.

9. That a project director be appointed as soon as possible to analyze study, organize and actualize this proposal, until which point a director of educational radio services is appointed, a general manager chosen, and the proper management is entrenched.

10. Recommendations for formation of a citizens program advisory group which includes students, to provide community feedback to programming efforts.

11. That WEGL's quarterly program schedule be continued and expanded to a monthly guide that would include information on many other areas at Auburn University, e.g. up coming plays, public TV schedule, happenings around the campus and town. A subscription rate could be charged for such a complete publication.

12. Membership in the following organizations.

A. National Public Radio
2025 N. St., NW
Washington, D.C. 20036
Members in NPR and stations eligible for CPB monies must meet the following minimum criteria that WEGL does not presently meet. Actualization of this proposal will meet these criteria.
1. 5 full-time staff members
2. Minimum 3500 w power
3. Yearly operating budget at least $75,000
4. Minimum operating schedule of 18 hour per day, 355 days per year.
Membership will also include reception of programs not obtainable now as a non-member station.

B. Association of Public Radio Stations
1730 Pennsylvania Avenue, NW Suite 1025
Washington, D.C. 20006 ATTN. Matthew Coffey
Must meet same criteria for membership as NPR members.

C. National Federation of Community Broadcasters
Tom Thomas, Executive Director
1716 21st St., NW
Washington, D.C. 20009
Membership in these organizations will keep WEGL up-to-date on developments in public radio and alert OERS to available resources.

13. That WEGL upon completion of expansion initiate an Alabama public radio network to include the following stations:

I. NON-COMMERCIAL STATIONS NOW ON THE AIR IN ALABAMA

1. WEGL--Auburn--100,000 w (?)
2. WBHM--Birmingham--25,000 w
3. WFXP--Gadsden--3500w

4. WLRH--Huntsville-100,000w
5. WUAL--Tuscaloosa--10w
6. WJJS--Jacksonville--10w
7. WHIL--Mobile (Spring Hill College)--
8. WVSU--Birmingham (Samford U.)--10w
9. WBQM--Decatur--3000w

II. NON-COMMERCIAL STATIONS SOON TO BE ON THE AIR IN ALABAMA OR TO RECEIVE POWER INCREASES.

1. WHIL--Mobile--100,000 w
2. WTSU--Troy--50,000 w
3. ? --Huntsville (UAH)--7000 w
4. WOCG--Huntsville (Oakwood College)--25,000 w

This list includes only activity within the next year in Alabama.

14. That immediate consideration be given to this proposal due to rapidly changing broadcast environment. If WEGL is to remain permanent as a broadcast facility providing service to this area and indirectly to others through SCA and tape distribution service.

The author's submit this proposal in order to stimulate complete reorganization of the status and structure of WEGL both within and in its relation to the University.

In light of all developments discussed earlier and the necessities inherent in these developments it is recommended that Auburn University consider the creation of an office of Educational Radio Services. This office should be located: (1) directly under the office of the President, (2) directly under the office of the Assistant to the President, or (3) directly under the Vice-president for Academic affairs. In light of the provisions for later expansion to include Auburn Public Television it is strongly recommended that the first alternative be chosen. (This later provision is for an office of education media services - a long range project not included in its entirety in this proposal. This project would include responsibilities for <u>all</u> media endeavors now handled by other areas of the University less qualified.)

The reasoning behind these recommendations is as follows. More freedom and independence to perform responsibilities and duties which have little relation to

the Speech department or the School of Arts and Sciences. To add extra staff members to the Speech Department and retain WEGL in its current status would only add to bureaucratic pressures currently facing WEGL. The Speech Department and Arts and Sciences have many more important priorities to tend to without having to deal with a professional broadcast facility that it has little knowledge about. The academic responsibilities far outweigh the aspects of Public Radio that demand special attention.

Up to this date the Speech Department and the School of Arts and Sciences have done virtually nothing to provide for any future developments in Broadcasting. Indeed, there has been no visible attempt to maintain knowledge and responsibilities of the present broadcast environment. WEGL would not be most effective nor would it develop it potential in such a restricting environment controlled by non-broadcast, academic personnel.

These responsibilities are not just to students but to the community, the state and the federal government.

Other reasons are to provide more latitude in management, closer community involvement, eliminate bureaucratic steps that are a hinderance to performance.

The office of Educational Radio Services is designed to absorb many functions of the Radio division of University Relations, and the extension service. (Eventually all media services would be transferred to the Office of Educational Media Services - the logical "next-step". One central office related directly to the President - that includes Auburn Radio and Auburn Television.)

The authors submit that Public Media on campus be able to manage themselves which in turn will enable them to deal with matters that affect them more effectively and quickly. The almost daily changes in the broadcast would dictate this.

For the immediate future the Office of Educational Radio Services will enable professionals to handle the transition and development of WEGL. These professionals will be non-teaching faculty, however, facilities would be available to Mass

Communications students for training and employment.

With this organizational change and concomitant power increase, frequency change, grant project committee, management staff, etc. should be incorporated for WEGL to insure maximum actualization of potential as discussed earlier.

The authors view this as the most immediate, cognitive way to insure the success and survival of WEGL in light of all aforementioned developments that will influence the future of WEGL.

What follows is a 3 year timetable to bring about a maximum power radio station with fulltime management staff, an OERS and a commitment to responsible public broadcasting in an area of the state and country that is seriously lacking.

The following three year timetable outlines in a generalized format how to go about implementing the preceding proposals, and recommendations. This is only an approximation, however, bear in mind that the first year of this three year proposal was implemented in June of 1976 and has been successfully carried out to date. The authors surmise that the last two years can be completed on schedule if an active committment by those in power to make change is guaranteed.

The authors have been actively committed for two years to the development of potentials at WEGL, many have indeed been actualized within the last year, see enclosed program schedule and letters to WEGL. Here are some quotes from persons keeping an eye on our development.

"We've been impressed with the job WEGL is doing."
Donald Smith, General Manager
WEXP-FM (Gadsden)

"Your programming appears to be well-planned and carefully considered. Bringing programming not generally available to the public of a given market or area is basically what public broadcasting is about. We encourage you to continue to work as you have, moving toward eventual qualification for funding support from the Corporation for Public Broadcasting and membership in NPR."

Marvin E. Hunter
Director of Station Relations
National Public Radio

"You seem to be trying very hard to improve the response of your radio station to the community at large and this is only logical as you are now using the airwaves of the community at large."

Terry Clifford
Director of Development
National Federation of Community Broadcasters

YEAR ONE

June 1976: Effect radical change in existing programming. Stimulate controversy and elicit and analyze response. Program Schedule.

September 1976: Continue innovation. Stimulate internal management and staff motivation. Expand program guide contents and distribution. Research avenues of development and reorganization. Public relations and promotion. Continue controversy, analyze and synthesize response. Blueprints for initial expansion sent to University architect.

January 1977: Continue innovation, move toward more "in-studio" productions. Promote image - strengthen news and public affairs. Attempt to secure funds for stereo operation. Increase station relations in Alabama. Increase correspondence with Federal agencies Continue research - draft proposals for three year plan.

February 1977: Completed proposals for three year plan and recommendations presented to Communications Board. Stereo bids taken.

March 1977: Proposals submitted to Speech Department, Arts and Sciences, Vice President for Academic Affairs, Office of the President, Assistant to the President, Board of Trustees, SGA, WEGL Faculty Advisor.

April 1977: Project director to initiate development of proposals - appointed by President upon recommendation and inquiry with Communications Board, and above listed persons. Project Director initiates grant applications, research.
(1) Contact Thomas Warnock, Director of radio - CPB
(2) Contact Office of Education
Provide general funds to pay project director - consulting engineer

May 1977: Hire engineer to conduct frequency search and file for power increase with FCC:
(1) FCC for 340: Application for Authority to Construct or make changes in a non-commercial educational FM broadcast station.
(2) FCC Form 318: Request for subsidiary Communications Authority.
Continue grant inquiries and proposals. Effect preliminary structural reorganization for Office of Education Radio Services.

JUNE 1977: End of year one (June 77 to June 78 - year Two)
Give public notice of intended power increase. By this time consistent, reputable, successful public radio programming, approval granted for Office of ERS, engineer engaged in frequency search and application for power increase. Applications on file for

appropriate equipment grants, programming grants, state matching grants, - plans to University architect for space reallocation and reconstruction in 1200 quadrant of Haley Center.

July 1977: Project director takes over as acting general manager WEGL continues project duties - appoints student manager to assist. Utilizes student and community volunteers to continue operation. Continued applications of proposal objectives.

October 1977: Response begins to grant applications. Formation of citizens advisory council to include students. Stimulate formation of area Friends of Public Radio.

January 1978: Begin license renewal procedures. Renewal based on programming achievements, public response, current FCC status. Grant capital begins, enters budget created for OERS. Feedback expected on Frequency search and power increase status. Continue stimulation of area Friends of Public Radio. Continue program schedule distribution. Continue use of SGA capital, add general fund and available grant capital.

March 1978: Purchasing of new equipment additional management added to care for additional duties. Capital from grant - revenue funds. Director of Radio/general manager hired. Project director assists in transition.
End of Year Two.

June 1978 - June 1979 - Year Three

June 1978: 1200 quadrant under reconstruction to house new equipment, production facilities, offices - enter more grant capital.

July 1978: Approval by FCC for power increase and frequency change - equipment arrival. Reconstruction of physical plant nearing completion. Management staff nearing completion. Programming maintained. Promotion increased.

September 1978: On air with increased power. Full time staff - offices complete - job descriptions defined. Organization of OERS nearing completion. Duplication of some jobs eliminated. Funding certain, federal, state and local.

January 1979: Director of radio - begins negotiations for Alabama Public Radio Network. In-house production, radio services, increased - Distribution service organized. Short range objectives accomplished.

April 1979: Project director begins to negotiate - Office of Educational Media Services to include Auburn Public Television - Duties of APT to be same - organization within University alter to similar status with that of ER services - OEMS would be subdivided into OERS and OETVS. Restructuring eliminates many steps unneccessary obstacles to full utilization of public media at ETV.

June 1979: Alabama Public Radio Network organized.

It should be kept in mind that an analysis of this timetable and the proposals is necessary to fill in any gaps, or make any corrections in areas not fully explored by the authors. This rather, is a blueprint for immediate consideration and development. It should be remembered that the First Year of this three year proposal is nearing completion with remarkable success.

What follows are a few concluding thoughts and observations.

1. Public broadcasters need to survey the local community more often and more carefully and to find out its needs and wants and then evaluate their approaches to programming.

2. Public stations should develop specific policies as to purpose, format, and research, but remain flexible for change and development of new program ideas.

3. The non-commercial stations should always be willing to experiment , to have a creative climate and to involve the listener as a participant.

4. There is a need to shorten the gap between the ideal and the actual practice.

5. The responsibility of broadcasters is not just to make programs avaiable, but to actually find out what kind of programs are needed.

6. Public radio needs to overcome conservatism and show some responsible vigor for innovation and experimentation to have a chance to exist and grow.

7. Non-commercial radio needs to replace rigid controls with originality.

8. There is plenty both right and wrong with educational radio, but the problems are generally human ones.

9. Educational radio needs to induce the public to be more discriminating in its choice of programs. To do this there needs to be a continual program of listener education and more effective channels of communication between the broadcaster and the community.

10. Public radio may never be the sole agent for the dissemination of mass culture, but it could do and offer more than the safe, tried and tested.

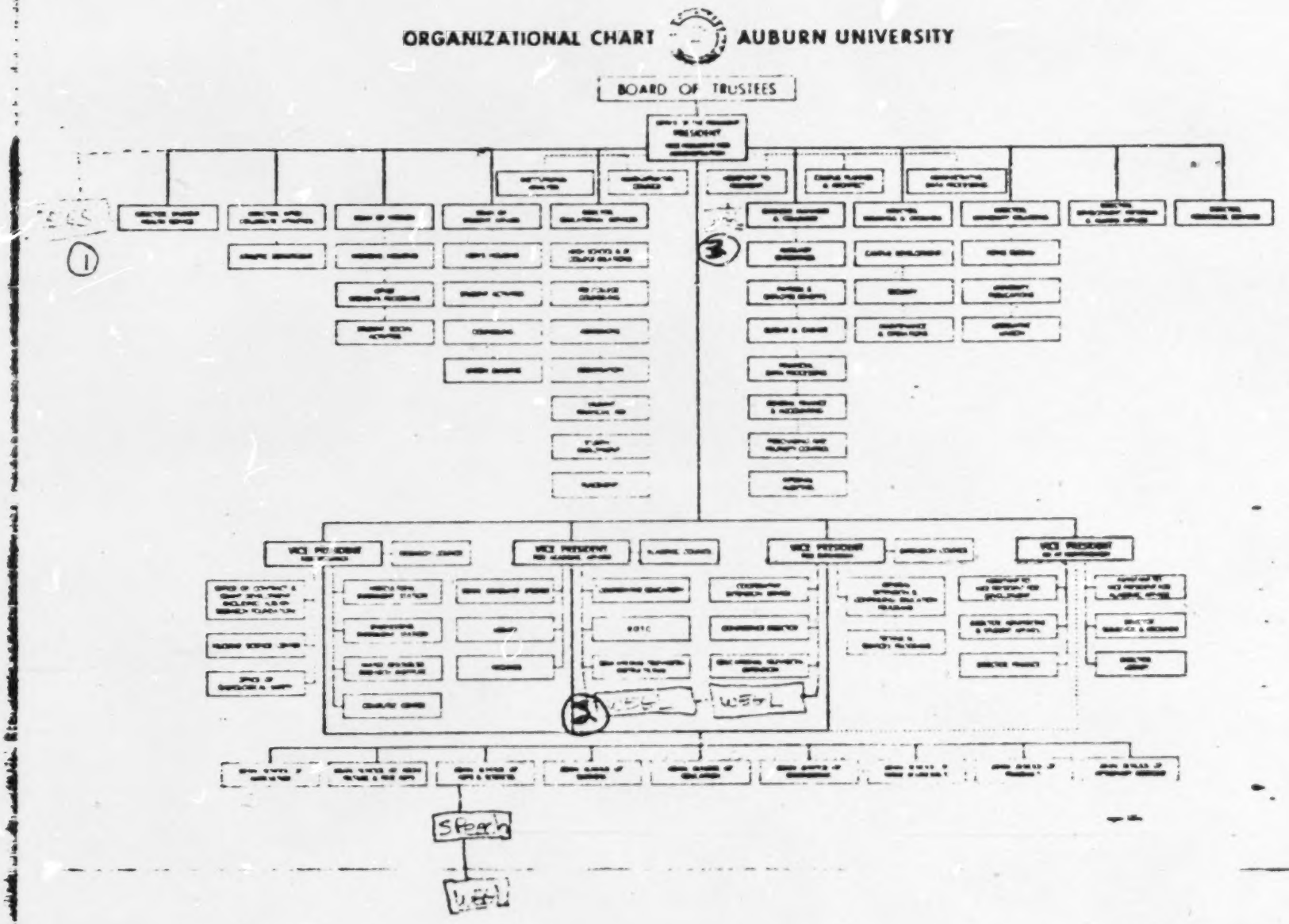
11. Non-commercial radio is a jumble of various sizes, forms and operations. There are enormous variations in local operation and purpose. There is little interconnection, little research conducted and little money on which to operate.

12. Public radio has managed to survive through some difficult times. There is optimism and enthusiasm and more money coming if educational stations can now just organize within and among themselves.

13. There is confusion from educational stations not being totally able to define their purpose and from trying to provide a service without a means of evaluating their performance.

14. By operating in isolation the non-commercial stations may not be meeting the needs of the community, or adjusting to the evolution of listener habits.

Included in the next pages are items of particular interest to the readers of this proposal.



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REORGANIZATION SCHEMATIC FOR IMPLEMENTATION OF OERS UNDER OFFICE OF THE PRESIDENT

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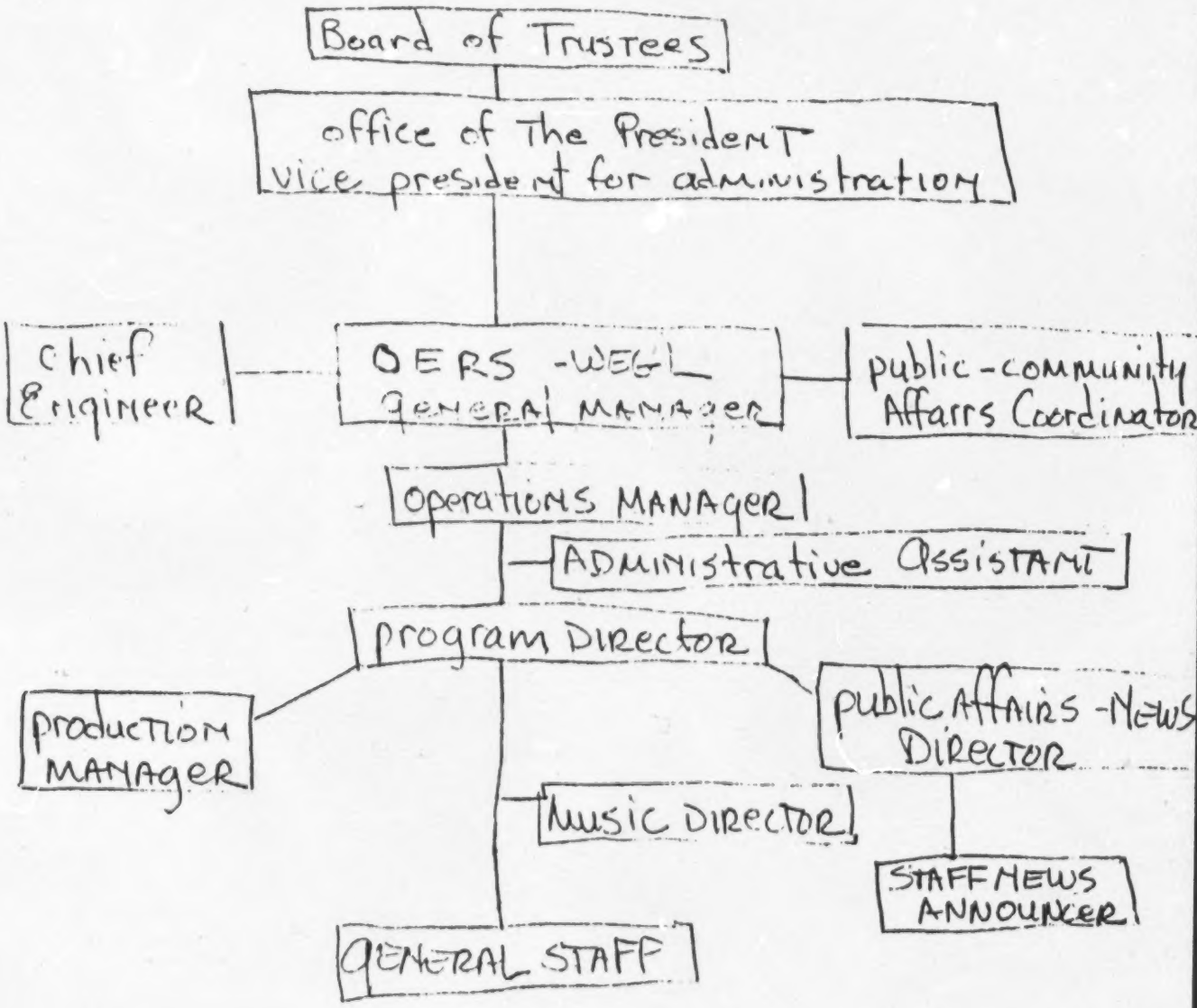

REORGANIZATION SCHEMATIC FOR IMPLEMENTATION OF OERS UNDER VICE PRESIDENT FOR ACADEMIC AFFAIRS

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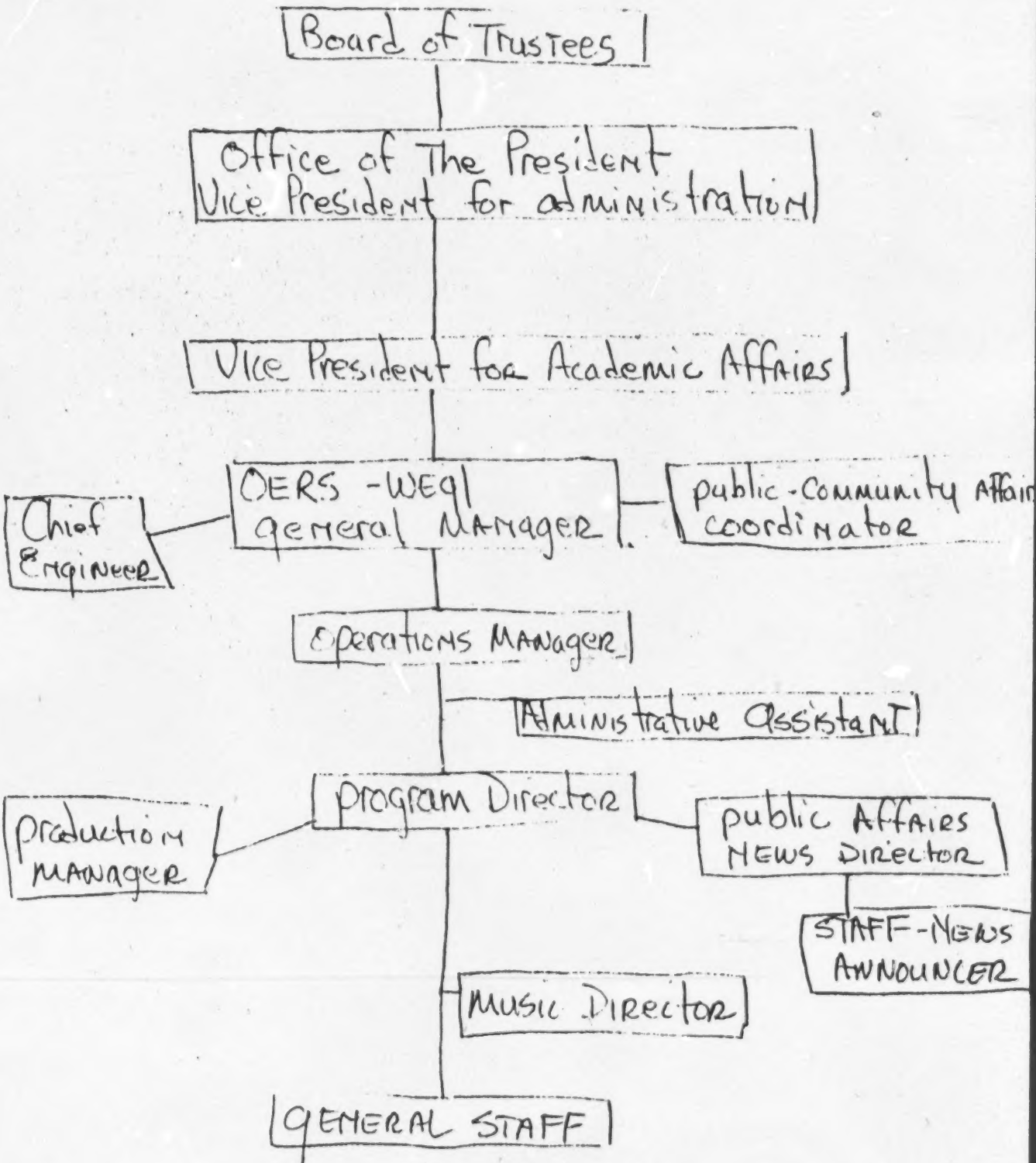

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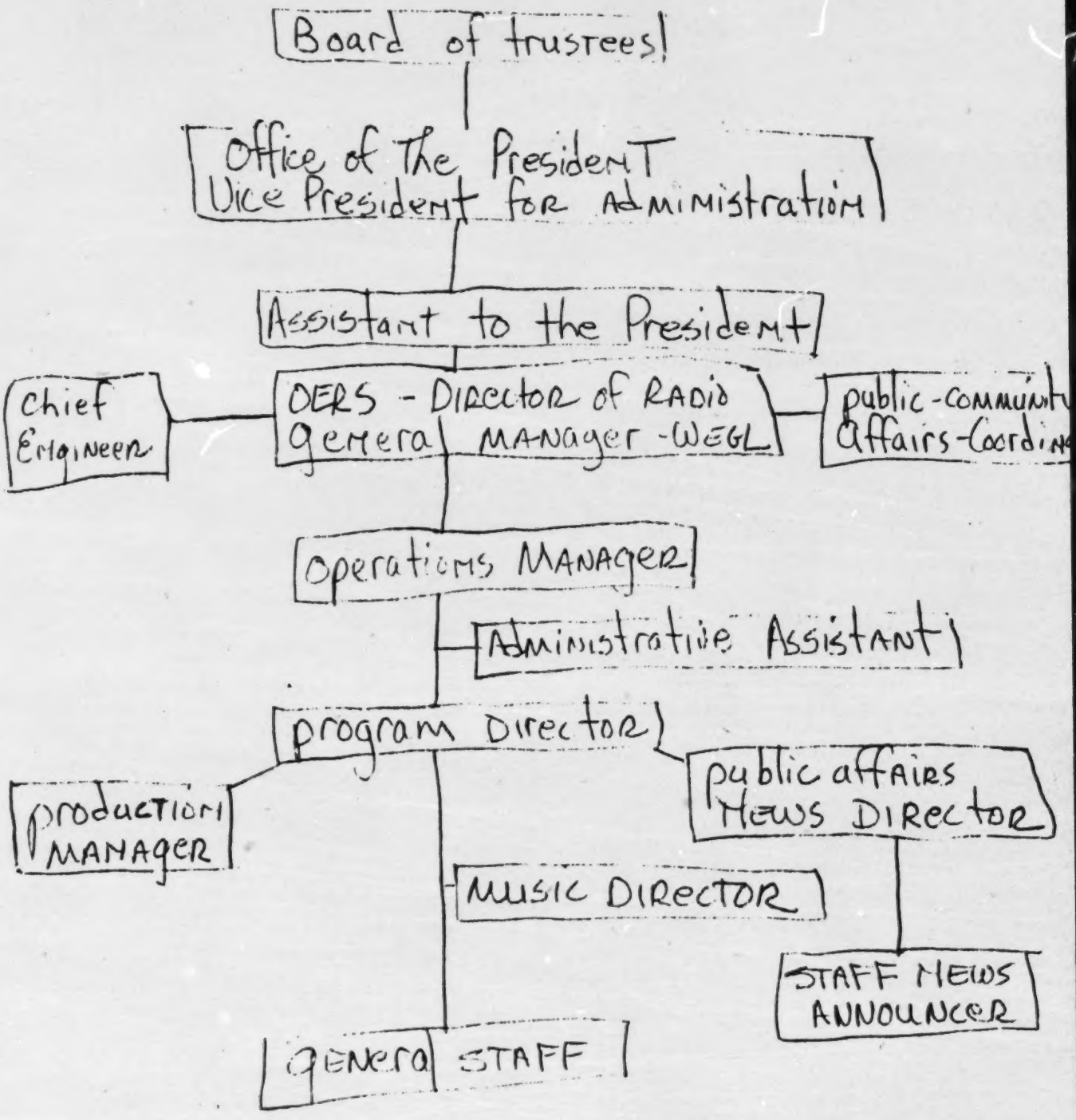
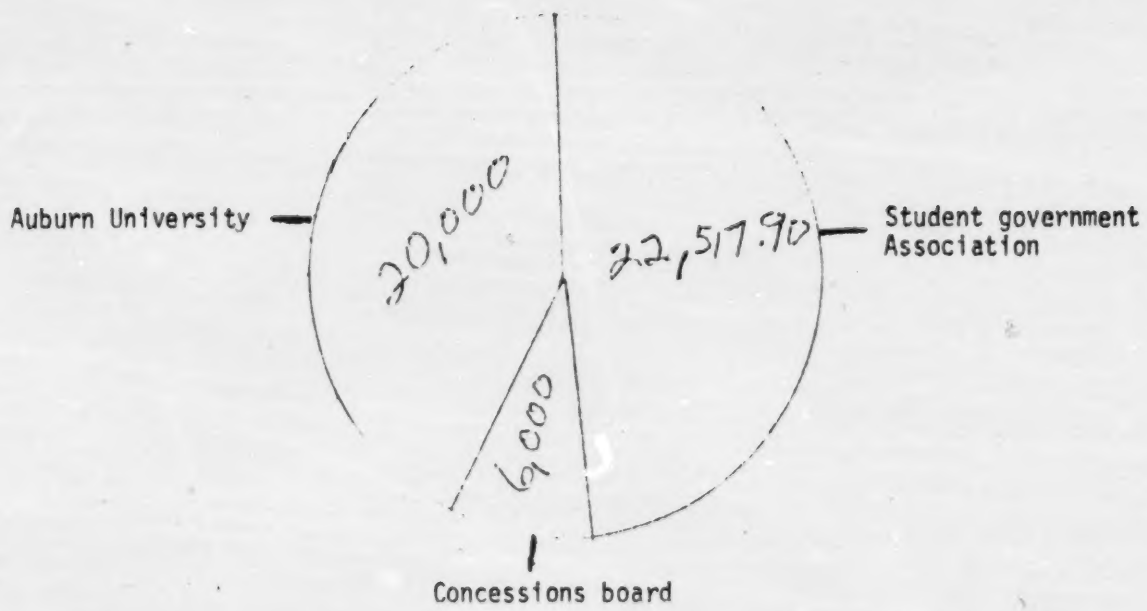


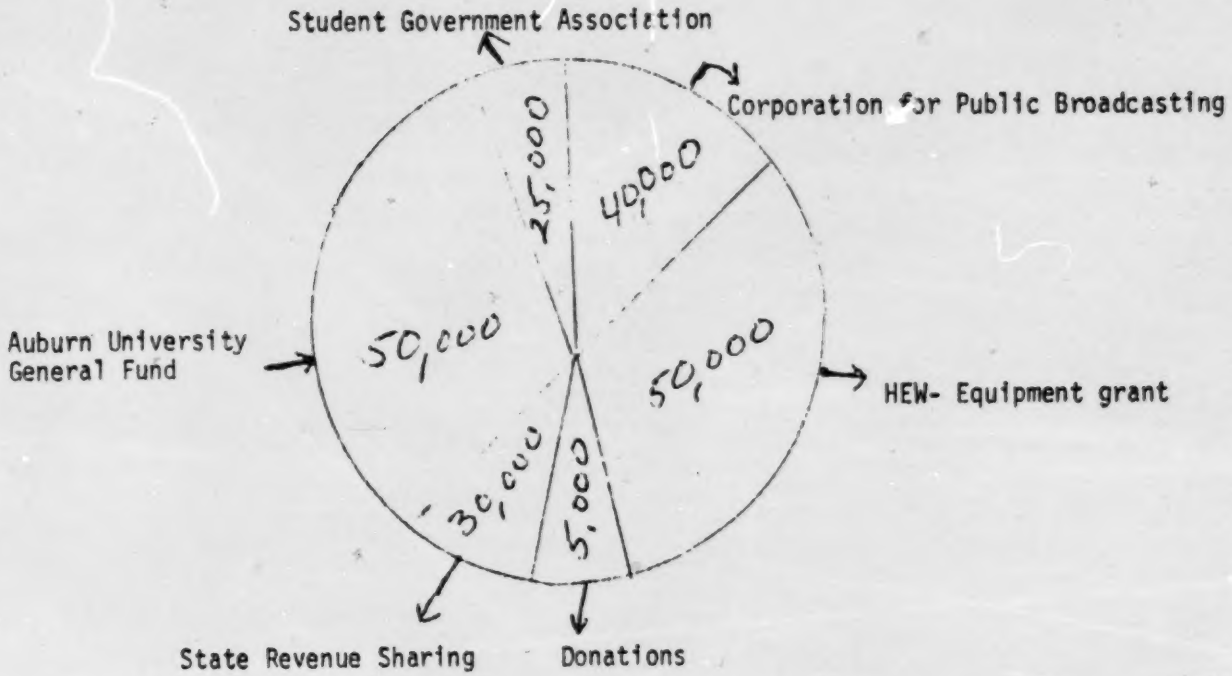
What follows are approximations of financial expenditures of WEGL's current budget. Also included are financial considerations for the initial investment in expansion and creation of the office of educational radion services.

These are just illustrations to show how WEGL's budget is now divided and could be if this proposal is adopted.

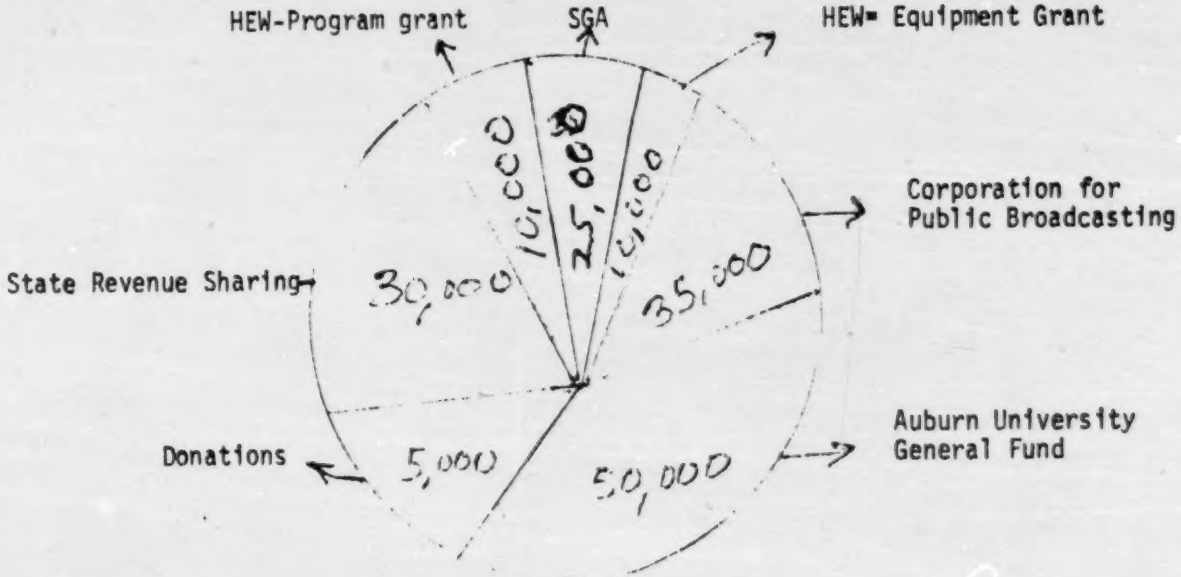
PRESENT WEGL BUDGET - $48,517.90



INITIAL INVESTMENT-OERS -$200,000



FUTURE ANNUAL FUNDING $165,000



Route 3 Box 3
Auburn, Alabama
36830
February 12, 1977

Dear WGBH -

I've been living in Auburn for quite a few years now but have only lately — thanks to picking up a schedule at Henderson Drugs — discovered your classical music programs. Thank you, thank you! It's like a very long draught of cool water in a desert! I listen to all of them now when possible, but I most especially thank you for carrying the chamber music on Monday evenings. This is always the genre hardest to find performed and happens to be my favorite. Please don't let anything happen to that Library of Congress series!

Yours gratefully
Mrs. Ward S. Allen

90.3 on your FM dial WBHM
The University of Alabama in Birmingham
1028 7th Avenue, South
Birmingham, Alabama 35294 / 205 934-2

florence m. monroe
General Manager

February 11, 1977

Mr. David M. Petrizzi
Program Director, WEGL-FM
Auburn University
Auburn, Alabama 36830

Dear Mr. Petrizzi,

In response to your inquiry;

1. WBHM is licensed to the Board of the Trustees, the University of Alabama for the University of Alabama in Birmingham,

2. it is a unit within the University of Alabama in Birmingham reporting to the Assistant Vice President, Operations and Planning,

3. WBHM is a qualified station member of National Public Radio,

4. the current professional staff consists of a General Manager, Program Director, Chief Engineer, Development Director, Music Director, News & Public Issues Director, Operations Manager, Staff Announcer (News), Assistant Chief Engineer, 5 Operating Engineer/Announcers, Administrative Assistant, Secretary/Receptionist, Public & Community Affairs Coordinator (part-time).

I hope this information is of help to you.

Sincerely,

florence m. monroe

florence m. monroe
Director of Radio
General Manager WBHM

fmm/cl

November 5, 1976

To the management of WEGA Radio,

It's morning and I'm listening to some nice jazz on WEGA - we just heard some good radio comedy with "The Great Gildersleeve." Last weekend was fine, too - I was able to tape a very good swing show on Saturday, and the country-rock show that night featured Pure Prairie League: a fine country-rock group I don't think is yet well known. So it was a pleasant surprise to hear them featured.

The afternoon jazz is always nice to listen to while eating lunch, and the classical show is just right for dinner.

Your "crossroads" program on Sunday is <u>invaluable</u> - especially your airing of "Power Line". May I suggest you seek a similar show of good quality, "The Scott Ross Show"?

Being a former military broadcaster (and not a Christian the bulk of my time in the field), I realize this suggestion will go over like lead balloon, but please consider airing such a show during the workweek. God doesn't lock up shop at midnight Sunday.

Your station sound is good, and I applaud your branching out from the now stale progressive format - or stale at least, when one hears nothing but. And - progressive rock was my specialty in the Army, so I think that's a qualified statement! And were this 90% of the nation's campuses, I'm sure we'd have a straight diet of progressive rock. Thank you for breaking the mold.

Keep it up, y'all!

Landis McCluskey
1GJM

AUBURN UNIVERSITY

AUBURN ALABAMA

36830

SCHOOL OF ARTS AND SCIENCES

Political Science

Telephone 826-5370
Area Code 205

November 17, 1976

Mr. David Paulson, Station Manager
WEGL
Haley Center
Auburn University
Auburn, Alabama 36830

Dear Mr. Paulson:

I would like to take this opportunity to express my appreciation to you and your staff for the fine job you do in presenting a variety of high-quality radio programming. WEGL, with its broad listening appeal, makes a great contribution to the cultural quality of radio in the East Alabama area.

Please keep up the good work and don't compromise the high standards of programming WEGL has upheld in the past.

Sincerely,

Mark Burns

Mark Burns
Assistant Professor

A LAND-GRANT UNIVERSITY

AUBURN UNIVERSITY

AUBURN ALABAMA

36830

EDUCATIONAL TELEVISION DEPARTMENT

WAIQ—WBIQ—WCIQ—WDIQ—WEIQ—WFIQ—WGIQ—WHIQ—WIIQ
Channels 26, 10, 7, 2, 42, 36, 43, 25, 41

Telephone 826-4110
Area Code 205

February 9, 1977

David Petrizzi
Program Director
WEGL-FM
Haley Center
Campus

Dear David:

May the bluebird of happiness fly many times around the WEGL antenna.

Mrs. Wegener and I are becoming regular weekend listeners to the fine music you are bringing our way. Last weekend's programming of "The Magic Flute" was heartily welcomed. Although I am not an opera freak, I hung in there all the way since Mozart is on my saint list.

Pack the weekends full of "good" music---all the range from Beethoven to big band---and we will line up as "constant listeners."

Sincerely,

Edward Wegener
Director, ETV

EW/jb

1000 Sanders St.
Auburn Alabama 36830
October 4, 1976

Mr. David M. Petrizzi,
Program Director
Radio Station WEGL
Haley Center
Auburn University
Auburn, Alabama 36830

Dear Mr. Petrizzi:

This is a note of appreciation for what has been, in my estimation, outstanding program selection on WEGL. The effort to be a "total" radio station is very evident and is, I surmise, ever more remarkable given what I assume are budget limitations.

Having been a regular listener of the Wisconsin Radio Network (WHA-Madison and affiliates), the university station at Grand Forks North Dakota, and the Canadian Broadcasting Corporation, I find your efforts quite remarkable. Although there are features of those enterprises to which I remain attached, your efforts are lively and innovative.

Although I have some idiosyncratic preferences, I will curb my concerns. However, I do have one concern, contemporary music. I, and I am certain my children, would appreciate some information or commentary on some of the contemporary music. Possibly I have missed this, but from my listening I find commentary associated with "classical" music, but much less when it comes to the contemporary scene. Certainly there are concerns with lyrics, moods, etc. which might be highlighted periodically. Although some of us may not be as receptive to some of this music, we are certain there must be some standards being applied other than whether or not a piece sells. So in reluctant defense of the contemporary scene which is very difficult to "keep up to date," this might be of some assistance.

Again, an enthusiastic congratulations on a job that is well done.

Cordially,

Arthur S. Wilke

ASW:st

Mr. Petrizzi,

Over the last three years, as a student at Auburn, I have seen WEGL develop into a mature and educational musical experience. The programming is refreshing and different and it provides a needed break from the repititious format of other stations in the area.

The current "investigation" by members of the SGA is in itself a farce. While accusing WEGL of catering to specific musical tastes they are trying to push their own specific musical tastes onto the segment of Auburn population who do not enjoy MOR rock music and the current disco pap. Apparantly, these people don't realise that there are various forms of musical expression and if they want to limit themselves to just one, that's their business; but when they start trying to limit my listening, I call that an infringement - not a service.

With the recent power increase, WEGL has become more than just a campus radio station and it must be treated as such in order to become the major public broadcasting entity it can be. This treatment could begin with allowing the management of WEGL, whom I know to be a concerned and determined people, to continue to improve Auburn radio and make Auburn the cultural center a university town is supposed to be.

Sincerely,
Rip Coker
04 PB

AUBURN UNIVERSITY

AUBURN ALABAMA

36830

SCHOOL OF ARTS AND SCIENCES

Department of Physics

Telephone 826-4264
Area Code 205

January 13, 1977

Station Manager
WEGL
Haley Center

Dear Sir:

I am distressed to hear of criticisms of your operation. Keep up your good work.

Very truly yours,

Paul Latimer
Professor

A LAND GRANT UNIVERSITY

Muscogee County School District

Columbus, Georgia 31902

Office of
The Principal

November 17, 1976

Waddell School
6101 Miller Road
Columbus, Georgia 31907

WEGL
Haley Center
Auburn University
Auburn, Alabama

Dear Sir:

Dr. Jone Wright recently visited in our school and told us about a community service that you are now providing. She said that you are making cassette tapes of children's stories and will allow others to duplicate them.

We would appreciate very much being able to share this service. Please let us know if we are eligible and should we be, what procedure to follow.

Sincerely,

Carolyn King

Carolyn King, Librarian